

# ReedSmith

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July 20, 2009

## VIA EFS

Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

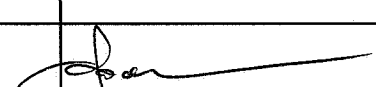
Attention: Certificate of Correction Branch  
of the Publishing Division

Re: Patentee: KOWALCHUK  
Title: SYSTEMS AND METHODS FOR TARGETING CONSUMERS  
ATTITUDINALLY ALIGNED WITH DETERMINED ATTITUDINAL  
SEGMENT DEFINITIONS  
Patent No.: 7,472,072  
Issued: December 30, 2008  
Conf. No.: 3623  
Docket No.: 08-165-US-P2

Dear Sir:

Enclosed are the following for filing in connection with the above-referenced patent:

1. A Request for Certification of Correction of Patent for Applicant Mistake (37 CFR 1.323); and
2. A completed Form 1050.


CERTIFICATE OF AUTHORIZATION/ELECTRONIC FILING			
This paper (along with any referred to as being attached or enclosed) is being electronically filed with the U.S. Patent and Trademark Office by the below-named person under the authority of the undersigned agent/attorney of record on the date below.			
Name (Print/Type)	Jody L. Burtner		
Signature		Date	July 20, 2009

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The Director is authorized to charge any payment due in connection with this submission, or to credit any overpayment to Deposit Account No. 18-0582.

Very truly yours,

REED SMITH LLP

By 

Robert A. Muha  
Attorney of Record  
Reg. No. 44249

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Patent of:

**KOWALCHUK**

Patent No.: 7,472,072

Appln. No.: 10/821,516

Issued: December 30, 2008

Conf. No.: 3623

Art Unit: 3623

Examiner: R. Jeanty

Atty. Docket No.: 08-165-US-P2

**SYSTEMS AND METHODS FOR  
TARGETING CONSUMERS  
ATTITUDINALLY ALIGNED  
WITH DETERMINED  
ATTITUDINAL SEGMENT  
DEFINITIONS**

**VIA EFS**

Commissioner for Patents  
P.O. Box 1450  
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Attention: Certificate of Correction Branch  
of the Publishing Division

**REQUEST FOR CERTIFICATE OF CORRECTION OF PATENT  
FOR APPLICANT MISTAKE (37 CFR 1.323)**

Sir:

1. Twenty-Ten, Inc., assignee of U.S. Patent No. 7,472,072, issued December 30, 2008, hereby requests that the changes noted on the attached Form-1050, Certificate of Correction, be made to the referenced patent, and that an official Certificate of Correction be issued by the U.S. Patent and Trademark Office. The noted corrections are deemed to be necessary due to typographical and obvious errors made by Applicant. The required fee is being paid herewith.

2. Assignee hereby requests that the Certificate of Correction be issued in due course and that the original Certificate of Correction be sent to the undersigned counsel of record for Assignee.
3. The exact specification part where the error occurred and the corrections to be made are shown in the attached Form-1050.
4. Support for these corrections can be found as follows:  
  
Error: Col. 1, line 2, delete "Sep." and substitute therefor - - Feb. - -.  
  
Support: Related Application No. 09/511,971 was filed on February 24, 2000, not September 24, 2000, as clearly shown in the USPTO records.
5. Early issuance of the Certificate of Correction is respectfully requested.

Respectfully submitted,



Robert A. Muha  
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Attorney of Record

Dated: July 20, 2009

UNITED STATES PATENT AND TRADEMARK OFFICE  
**CERTIFICATE OF CORRECTION**

PATENT NO.: 7,472,072

DATED: December 30, 2008

INVENTOR(S): Kowalchuk

It is certified that an error appears in the above-identified patent and that said Letters Patent is hereby corrected as shown below:

Col. 1, line 2, delete "Sep." and substitute therefor -- Feb. --.

MAILING ADDRESS OF SENDER:

PATENT NO. 7,472,072

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